


Historic, Archive Document

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“You Can Have
GUARANTEED EVERGREENS
At Low Cost –
Read This Folder!”

Cliff Eastman



*"Now, See My Beautiful,
Guaranteed-To-Live Evergreens -
See My Bargain Prices!"*

Cliff Eastman

The Living-Tree Nurseryman

ADD BEAUTY TO YOUR HOME — AND SAVE MONEY —
WITH MY *Guaranteed-To-Live* EVERGREENS!



Beautify Your Home Like This!

Perhaps you'd like more privacy in your yard. There may be a view you'd prefer to block off. Or, you may want to mark the boundary of your land with something friendly and attractive. Then—plant a thick screen of Evergreens around your property! A border of Living Evergreens enclosing your land makes your home a haven of privacy. Combine such a screen with Evergreens planted along your walks—framing your doorway—dotting your lawns—and you've added real Living Beauty to your home!

How My Evergreens Save You Money!

Beauty is important to most of us—and so is economy. That's why you'll like my Living Evergreens so much! They give you the beauty you want—and they *save you money* at the same time! Here's how.

1. LOW PRICES. Your *original cost* for my beautiful Living Evergreens is amazingly low—far less than what your local nurseryman must charge!

2. NO REPLACEMENT COSTS. *I guarantee every one of my Evergreens to live*—if not, I replace *free of charge* any that die!

A great many customers save by using my Trees to mark boundary lines. There's a very low original cost, and no up-keep expense! Then, too, you'll find the windbreak action of a boundary screen of Living Evergreens saves you a considerable amount in winter fuel bills!

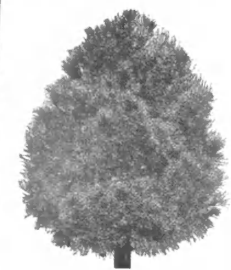
Easy To Plant

Even if you have never planted a Tree before, you'll find it easy with my Evergreens—because I include an instruction leaflet with every shipment! And, you'll find there's almost no care required of Evergreens after planting.

Ask My Customers!

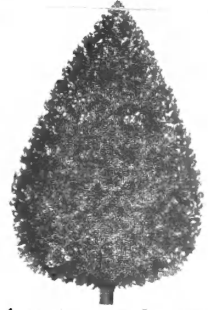
On the next page are excerpts from hundreds of unsolicited letters I received this past season, from enthusiastic planters of my Guaranteed-To-Live Trees. All these people like to do business with me—and I'm sure you will, too. Turn to the next page of this Folder now, and read what my customers say. You'll find descriptions of my Trees there, too.

YOUR HOME CAN BE AS BEAUTIFUL AS THIS!



Scotch Pine

Rapid growing. Ornamental light gray-green foliage. Will grow in poor soil and adverse conditions. Best for quick-growing screens. Mature height 50 to 60 ft.



American Arborvitae

Also called White Cedar. Excellent for hedges and windbreaks. Dark green foliage. Prunes back to any desired height. Prefers moist soil. Mature height 40 to 60 ft.



Austrian Pine

Deep green foliage, needles 4 to 5 in. Prefers rich, light loam with well drained subsoil. Particularly good for city and sea-shore planting. Mature height about 50 ft.



Norway Spruce

Dark green, graceful, symmetrical tree. Pendulous branches. Makes excellent hedges and windbreaks, stands clipping and pruning. Heavy soil, will grow in partial shade. Mature height about 80 ft.



Here Are Living Trees GUARANTEED TO LIVE!

See Below

LOW SPRING PRICES

AND 5 AMAZING SPECIAL OFFERS!

VARIETY	AGE	SIZE	PER 100	PER 25	PER 10	PER 5
AMERICAN ARBORVITAE	5T	5 to 10 in.	\$15.00	\$4.00	\$2.25	\$1.25
AMERICAN ARBORVITAE	5T	8 to 15 in.	20.00	5.50	3.00	1.65
BALSAM FIR	4T	4 to 6 in.	12.00	3.50	2.00	1.15
BALSAM FIR	6TT	6 to 10 in.	15.00	4.00	2.25	1.25
DOUGLAS FIR	3T	3 to 6 in.	8.00	2.50	1.25	.75
DOUGLAS FIR	5TT	5 to 10 in.	15.00	4.00	2.25	1.25
CANADIAN HEMLOCK	6TT	8 to 12 in.	30.00	8.00	4.00	2.25
EUROPEAN LARCH	3T	8 to 15 in.	12.00	3.50	2.00	1.15
JAPANESE LARCH	3T	6 to 12 in.	8.00	2.50	1.25	.75
AUSTRIAN PINE	3T	3 to 6 in.	8.00	2.50	1.25	.75
AUSTRIAN PINE	4TT	5 to 10 in.	12.00	3.50	2.00	1.15
MUGHO PINE	4T	4 to 8 in.	12.00	3.50	2.00	1.15
RED PINE	4T	6 to 12 in.	8.00	2.50	1.25	.75
RED PINE	5TT	6 to 12 in.	10.00	2.75	1.50	.85
RED PINE	6TT	12 to 18 in.	15.00	4.00	2.25	1.25
SCOTCH PINE	4TT	6 to 12 in.	10.00	2.75	1.50	.85
SCOTCH PINE	5TT	10 to 18 in.	15.00	4.00	2.25	1.25
WHITE PINE	3T	3 to 6 in.	10.00	2.75	1.50	.85
BLACK HILL SPRUCE	4T	3 to 5 in.	10.00	2.75	1.50	.85
BLACK HILL SPRUCE	5T	4 to 10 in.	12.00	3.50	2.00	1.15
COLORADO BLUE SPRUCE	5TT	4 to 6 in.	15.00	4.00	2.25	1.25
ENGELMANN SPRUCE (BLUE)	4T	3 to 6 in.	10.00	2.75	1.50	.85
ENGELMANN SPRUCE (BLUE)	5TT	4 to 8 in.	12.00	3.50	2.00	1.15
NORWAY SPRUCE	4T	5 to 10 in.	8.00	2.50	1.25	.75
RED SPRUCE	4T	4 to 8 in.	8.00	2.50	1.25	.75
RED SPRUCE	5TT	6 to 12 in.	15.00	4.00	2.25	1.25
WHITE SPRUCE	4T	5 to 10 in.	8.00	2.50	1.25	.75
WHITE SPRUCE	5T	6 to 12 in.	10.00	2.75	1.50	.85
WHITE SPRUCE	5TT	5 to 10 in.	12.00	3.50	2.00	1.15
JAPANESE BARBERRY		15 to 18 in.	15.00	4.00	2.25	1.25

If you wish 250 or more trees of the same kind and size, ask for wholesale price list.

Because of the excessive cost of packing small orders, no order will be accepted for less than five trees, and no order for less than one dollar value. All orders must be in multiples of five trees of one kind.

SHIPPING WEIGHTS

All prices on this page F.O.B. Fryeburg, Maine. Cash with order, or shipped C.O.D. if one-half amount accompanies

order. Approx. shipping weights: 3 and 4 yr., once transplanted, average 10 lbs. per 100 trees; 5 yr., twice transplanted, average 30 lbs. per 100 trees; 6 yr., twice transplanted, average 35 to 50 lbs. per 100 trees.

LARGER TREES

Larger trees than those offered in this price list must be handled with a ball of earth around roots, which makes transportation charges excessive unless you live in Maine or New Hampshire. Outside those states, buy larger trees from your local nurseryman.

What My Guarantee Means To You!

Read my guarantee in the big red seal! I know of no other Nurseryman who *absolutely guarantees* ALL his Trees to live. I can do it only because I send you such fine, hardy, Easy-To-Grow Evergreens—just the kind you want! And remember—you don't need any experience to make my Trees grow, for I send you a booklet giving complete instructions for planting and care with every order!

Pleasure For You!

You'll surely enjoy having Evergreens around your home! They'll make you more proud of it than ever. And, you'll find it a lot of fun to watch the swift growth of these sturdy Trees. Best of all, my Trees grow so quickly that a 15 or 20 cent Evergreen is two or three feet tall and worth several dollars in only three years. It's certainly real economy to grow your own beautiful Evergreens!

SPECIAL MONEY-SAVING OFFERS!

At the left are my new low Spring Prices. BUT—these aren't the only bargains I offer you. Read the 5 amazing Evergreen Specials at the right! You'll search a long time to find values elsewhere as great as these. Lots of folks think so, for every year my Special Offers are snapped up so quickly that I'm completely sold out of some varieties before the season really starts!

Act Now!

Soon, the frost will be out of the ground, and I'll be digging Evergreens to ship to friends all over the country. Already orders are starting to come in, and from now on there'll be more every day! I have millions of Trees, but I sell millions every year, too—and I don't wish to see you disappointed because the supply of the variety you want is exhausted. So, send me your order while there are still plenty of each kind left. Just read over the price list and my 5 Evergreen Special Offers, then fill out your order and send it to me with your remittance. But—do it *now*, so I can be sure to reserve your Trees!

Cliff Eastman
The Living-Tree Nurseryman

GUARANTEE

Order the Evergreens you want from this Folder. When your Trees arrive, follow the instructions included and plant them carefully. I will replace free of charge any Tree that does not live! My sole condition is that you notify me before October 1, 1941, of the number and varieties of Evergreens that have not lived. Remember—only the Trees priced in this Folder are Guaranteed-To-Live.

Cliff Eastman
The Living-Tree Nurseryman

MY 5 EVERGREEN SPECIALS



Colorado
Blue
Spruce
Trees

Only \$1.00* Post-paid
22 Only \$2.00* Postpaid!

Four years old, transplanted trees, 3 to 6 inches tall. The most popular of all ornamental trees. These Trees are Guaranteed to Live.

ALL SPECIALS SENT PREPAID

All
Only 5

5 American Arborvitae, five years old, once transplanted, 8 to 15 inches tall.
5 White Spruce, five years old, once transplanted, 6 to 12 inches tall.

5 Scotch Pine, five years old, twice transplanted, 10 to 18 inches tall.

5 Red Spruce, five years old, twice transplanted, 6 to 12 inches tall.

Trees will be shipped express or parcel post prepaid. These Trees are Guaranteed to Live.



50 TREES ONLY \$3.00* Post-paid

All four and five years old, transplanted trees, 4 to 12 inches tall. 10 each of the following five varieties. Red Spruce, White Spruce, Scotch Pine, Red Pine, Black Hill Spruce.

All 50 Trees, 10 of each variety, \$3.00* or 25 Trees, 5 of each variety, \$1.75*. These Trees are Guaranteed to Live.



20 TREES
Only \$4.00* Pre-paid

Trees included are:
5 Norway Spruce, five years old, twice transplanted, 6 to 12 inches tall.
5 Scotch Pine, five years old, twice transplanted, 10 to 18 inches tall.
5 Red Pine, six years old, twice transplanted, 12 to 18 inches tall.
5 Douglas Fir, five years old, twice transplanted, 5 to 10 inches tall. Trees will be shipped by express or parcel post prepaid. These Trees are Guaranteed to Live.



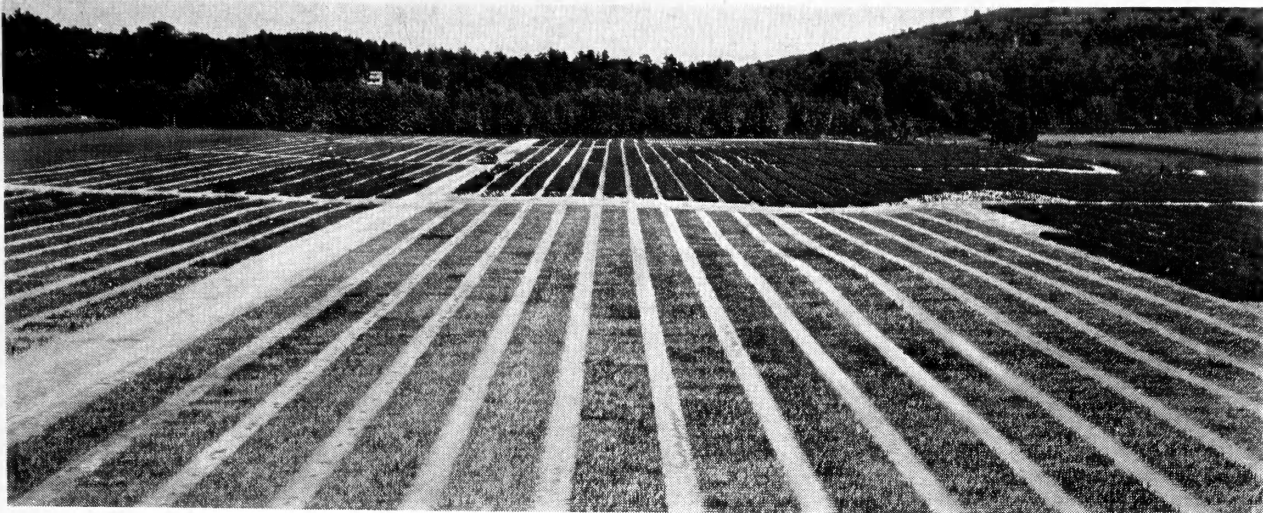
50 TREES

Only \$2.00* Post-paid

All three years old, transplanted trees, 3 to 7 inches tall. 10 each of the following five varieties. Douglas Fir, Austrian Pine, Scotch Pine, White Spruce, Engelmann Spruce. All 50 Trees, 10 of each variety, \$2.00* postpaid or 25 Trees, 5 of each variety, \$1.00* postpaid. These Trees are Guaranteed to Live.

*On all Special Offers above, add 15c for postage on each shipment sent west of Mississippi River or south of North Carolina and Tennessee.

Beautify Your Home At Low Cost — ORDER YOUR TREES NOW!
WESTERN MAINE FOREST NURSERY · · · Fryeburg, Maine



Why My Trees Cost You Less!

Above is a picture of a few of my Evergreens in transplant beds. *Over 10 Million Trees* are growing here in my Fryeburg Nursery. Last year I shipped over 3 Million to folks all over the country! **THIS HUGE VOLUME IS THE REASON I CAN SEND YOU GUARANTEED-TO-LIVE EVERGREENS AT SUCH AMAZINGLY LOW PRICES!** And, you can be sure that my Trees must be *extra-good* to attract all these Customers!

What Makes My Evergreens So Hardy!

After their second year, my Trees receive no care at all—not even water. Naturally, this means that some of them die during our long, hard Maine winters. But, it also means that the survivors are hardy enough to stand almost any weather! I use no fertilizer on my Trees, so they grow thickly branched and well-formed. And finally, all my Evergreens are *transplanted* at least once—often twice—before I send them to you. This transplanting gives the roots a chance to spread out and grow strong, besides accustoming the Trees to the shock of being moved from one place to another. My Evergreens are hardy enough to live almost anywhere. That's why you'll find it so easy to grow them into beautiful, sturdy Trees!

Select Your Favorites Now!

At the right are letters from my customers. Please read them. Below are descriptions of some of my Evergreens. Choose your favorites, then, turn the page. You'll find pictures and descriptions of the rest of my Trees, plus low Spring Prices for my Guaranteed-To-Live Evergreens!

SOME OF MY TREES

Balsam Fir. Symmetrical, fragrant. Flat blue-green needles. Prefers medium to heavy soil, thrives in shade. Mature height about 50 ft.

Douglas Fir. Soft dark green to gray-blue needles. Rapid grower. Medium soil. Mature height about 70 ft.

Canadian Hemlock. Lacy foliage—easily pruned. Prefers shade, but will live in sun. Moist soil. Mature height about 70 ft.

European Larch. Bright green feather foliage. Deciduous. Moist soil. Slender, pyramidal form. Very fast growing. Mature height 60 to 90 ft.

Japanese Larch. Feathery foliage. Not quite as symmetrical as European Larch. Very fast growing. Mature height 60 to 75 ft.

Jack Pine. Fast growing. Warm yellow-green foliage. Shortest needles of any Pine. Excellent for planting in barren sand. Mature height 40 to 50 ft.

Mugho Pine. Dwarf, spreading, slow growing. Hardy except in wet soil. Prunes at any height. Mature height 6 to 10 ft.

Black Hill Spruce. Very compact pyramidal tree. Prefers medium wet soil. Mature height 20 to 30 ft.

Engelmann Spruce. Blue-green to steel blue. Bears purple flowers. Equal of Colorado Blue Spruce for beauty. Moist soil. Mature height about 60 ft.

Red Spruce. Red-green bark, dark green foliage. Slower growing than Norway Spruce (see flap). Makes good hedges. Mature height 70 to 80 ft.

WHAT FOLKS SAY ABOUT MY TREES!

"WONDERFUL SHAPE"

"Your trees arrived last spring in wonderful shape even after the long trip. Must say your trees are the right ones."

G. D. K., *Antioch, Ill.*

"ORDERING MORE"

"My living trees are growing and are beautiful. You know I like them because I am ordering more."

A. H., *New Castle, Pa.*

"JUST CAN'T BE BEAT"

"Received the shipment of extra fine Colorado Blue Spruce trees. The roots of your twice transplanted trees just can't be beat. Also the trees are all heavy, well branched trees."

H. H., *Milwaukee, Wis.*

"WORTH MANY TIMES THEIR ORIGINAL COST"

"I heartily recommend your stock to any prospective purchaser as notwithstanding the three which are lost they are worth many times their original cost. It has been a pleasure caring for them and watching them grow."

E. L. D., *Wallingford, Pa.*

"A GREAT SATISFACTION"

"Your guarantee to replace trees that die no matter what cause, was certainly very generously filled. It is a great satisfaction to deal with an organization which considers its word a sacred obligation. These trees arrived in A1 condition and are every one a beautiful specimen."

M. L. W., *Hawthorne, N. J.*

"I PERSONALLY RECOMMEND YOUR TREES"

"The different varieties of trees which have been purchased from you for several seasons past have thrived well and given us a great deal of pleasure, and I personally recommend your trees whenever possible."

F. C. K., *Twin Lakes, Pa.*

"ENTHUSIASTIC BOOSTING"

"This is to express my appreciation of the prompt and unquestioning way you backed up your guarantee on the trees I bought last spring. Within a week of reporting my losses, the replacements arrived—full count and no questions, and fine looking stock. I certainly feel that your service deserves my enthusiastic boosting, and I have already done that to several friends and business associates."

E. C. B., *Doylestown, Pa.*

"QUADRUPLD IN SIZE IN TWO SUMMERS"

"The 50 Austrian Pines arrived in good condition and were planted promptly. They were very nice specimens. Your Scotch Pine Seedlings have quadrupled in size in two summers and the stock is unusually heavy."

F. H. McC., *Jackson Heights, N. Y.*

"TEN YEARS—TEN FEET"

"The first 100 trees I purchased from you ten years ago are now from four to ten feet tall. A lot of my friends have sent you orders after seeing the success I have had with my trees."

R. R. M., *Pittsburgh, Pa.*

"ALWAYS PLEASED"

"The trees which I have been buying since 1935 have always pleased me very much. The people for whom I ordered trees last year were also very much gratified that they received such beautiful trees from your fair and honest company."

G. K. B., *Joliet, Ill.*

"TOWERING TREES NOW"

"The 100 for \$3.50 bargain I got from you twelve years ago are towering trees now."

G. C. R., *Cleveland, Ohio*



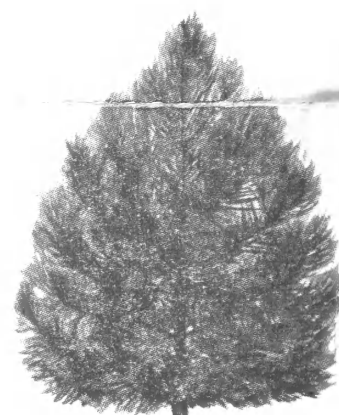
Red Pine

Dense foliage, long deep green needles. Rapid growing. Thrives in dry soil, needs sun. Mature height about 100 ft.



Colorado Blue Spruce

Color ranges from light blue-green to beautiful blue. Handsome ungrafted, short-leaved tree, Colorado native. Grows in any soil. Prefers sun. Mature height about 80 ft.



White Pine

Rapid grower. Prefers light sandy soil. Spreading limbs, but easily adapted to windbreaks and screens. Mature height about 90 ft.



White Spruce

Symmetrical. Light silvery-green foliage. Makes good hedges and windbreaks, stands clipping and pruning. Moist soil, will grow in partial shade. Mature height 60 to 75 ft.

OTHER TREES PICTURED AND DESCRIBED ON FLAP ON NEXT PAGE

MORE TREES ON OTHER SIDE OF THIS FLAP →

SEE WHAT MY GUARANTEED EVERGREENS ARE LIKE!

WESTERN MAINE FOREST NURSERY

FRYEBURG, MAINE

Your Name.

Express

R. F. D. or
Street No..

Ship to _____

City and State_____

Shipping Date:

Quantity

Age

Size
Inches

KIND OF TREE

Amount

Special Offers will not be broken. No order for less than five trees. No order for less than \$1.00. Orders will be shipped C. O. D. providing a payment of half the amount accompanies the order.

Fifty trees of the same kind and size may be bought at the 100 rate.

All prices except special prepaid offers are F. O. B. Fryeburg, Maine.

RECEIVED BY RG, MAINE

0181

1910

Summary

*except special prepaid offers are \$7.99. Minimum Maine
residence of the same kind and also may be less than the 100 rate.
We will reimburse C. O. D. providing a payment of half the amount accompanies the order.
Initial offers will not be broken. No order for more than five trees. No order for less than \$1.00.



Western Maine Forest Nursery

GROWERS OF EVERGREEN TREES

T. C. EASTMAN, Owner

Fryeburg, Maine

Living-Tree Time, 1941

Dear Friend:

How wise you are to consider planting Evergreens!

You'll have the pleasure of seeing Living Trees you plant take root and grow. Your home will be made more attractive. Your pride in your home will be greater than it ever was before!

AND, THIS WON'T COST YOU ONE CENT! IN FACT — YOU'LL MAKE MONEY!

Just open the enclosed Folder. Look at my Special Offers in the lower right-hand corner of the inside page. 10 Blue Spruce for \$1 — that's 10 cents each. 50 Trees for \$3 — only 6 cents each. Or 20 Trees for \$4 — even then the cost is only 20 cents each. Yet, these Evergreens grow so fast they'll be worth AT LEAST \$2 OR \$3 APIECE in only a few years!

Since you make such a PROFIT on the Evergreens you plant — a profit that increases every year — this Spring, it's certainly wise economy for you to make real the mental picture you have of your home surrounded by Living Beauty. Perhaps you've considered planting a boundary of Evergreens around your property — or a windbreak screen along the line of your lot most exposed to bitter Winter winds. American Arborvitae, or Scotch Pine, or Norway Spruce are fine for that! And just see my low prices for these Trees! If you use only 25 Trees, your American Arborvitae will be only 16¢ each — Scotch Pine, only 11¢ — Norway Spruce only 10c each. And these Evergreens will be worth 20 TIMES AS MUCH in only a very few years! That's real profit for you — in a more beautiful home — in the economy that a boundary or windbreak gives — in INCREASED VALUE of the Trees you own!

Perhaps you'd like hedges, or Trees along your walks and around your doorway, or foundation plantings close to your home, or Evergreen plantings to give your yard beauty. Whatever your mental picture is of the home you want, my GUARANTEED-TO-LIVE Evergreens will make it real for you at low cost.

Take time now to read through my Spring Folder. Select ALL the Trees you want to surround your home in Living Beauty. Notice especially my 5 Evergreen Specials — real values! Write the amounts and kinds of GUARANTEED-TO-LIVE Trees you want on the enclosed order blank. Slip your order into the enclosed envelope with your remittance, and mail it to me now! I'll see that your Evergreens reach you right in time for Spring Planting!

Remember — first orders get first delivery and widest selection of Trees. Send me your order NOW!

Sincerely yours,

T. C. Eastman

The Living Tree Nurseryman

DEPARTMENT OF THE ARMY
WASHINGTON, D. C.

Dear Friend:

How are you and family?
I hope you are all well.
I hope you will be happy.

AND

Let me tell you
about the new
corner of the
\$2.00 a month
Yet, please
remember!

Since you want
every year - (the
time you have on
a donation of
your for more
happy. Please
only \$2.00 a
happy. Please
very low price
that a donation

Remember you'd like
donation of
what you want
will make it real for you!

Take time now to
about your home in
village! While the
remember! Slip your
as now! I'll see

Remember - that's
your order NOW!